

10 – 10:15 Welcome and Introductions

What do you want to get out of today?

Why did you join the OTDB?

10:15 – 10:30 What is OTDB? What is the OTDB's role? – Main Streets and Advisory to Council

10:30 Council Strategic Plan Goals

11:00 Topics for Discussion

Winchester Education Foundation Advertising Proposal

French and Indian War Foundation Proposal

Hosting the VA Main Streets Conference in Winchester – planning assistance

FY15 Budget

Events Discussion – Special Event Policy

1. Does the OTDB want to recommend that the city develop a formal event policy?
  - What type of events do we want to encourage?
  - How can we improve the experience of businesses and residents during events?
  - What could be improved in the event process? Should we create a new survey?
  - Should fees be used?
2. What role does the board want to play in encouraging events downtown?
  - Does the board suggest having funds available for promotion of permitted downtown events?
  - Arts Grant Management
  - Does the board want to conduct some events each year?
  - Do we want to continue to provide funds for eggs for egg hunt, items for Spooktacular Trick or Treat, Victorian Ball?

Taylor Pavilion Management

12:00 Working Lunch

1:00 Setting 2014 Goals and Beyond

2:00 Committee Work

3:00 OTDB Formal Meeting – vote on budget recommendation, other

4:00 End of Retreat



## **AGENDA OLD TOWN DEVELOPMENT BOARD MEETING**

Union Jack, 3<sup>rd</sup> Floor

**February 7, 2014**

**3 - 4 PM**

### **1. Call to Order**

- Review of Previous Meeting Minutes
- Expenditures Report Review

### **2. Chair Updates**

- Branding Task Force Update
- Education Foundation Proposal Recommendation
- Proposed FY2015 Recommendation

### **3. City Council Updates**

### **4. Committee/ Work Plan Updates**

- Design
- Promotions
- Economic Restructuring
- Organization

### **5. Downtown Manager's Updates**

- Event Updates
- Welcome Center
- Arts Council Grant

### **6. Old Town Winchester Business Association**

### **7. Public Comments**

- 8. Adjournment:** Next meeting – **The Branding Campaign Meeting with Arnett Muldrow and Associates** will take place February 18 at 4:30 p.m. in the **Bright Box Theater, 15 N. Loudoun Street**. The next regular meeting will take place **March 6, 2014 at 5:30 in City Hall 4<sup>th</sup> floor exhibit hall**.